Cadre Selection

Northwind Green

	Total	Sex		age		Race	
		Male	female	18-34yr	35+	white	Black
	402	168	234	222	180	309	93
	%	%	%	%	%	%	%
Northwind	34	33	36	31	39	34	35 ~~35~~
Regular Brand	59	58	60	63	55	60	56
Don't Know	7	10	4	7	6	6	9

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Source: https://www.industrydocuments.ucsf.edu/docs/zxpj0004